Dainty UNDERGARMENTS

Special White Sale Prices Six thousand pretty garments specially purchased for Macy's great Midwinter White Sale and offered at remarkably attractive prices.



Night Gowns, Special, 69c

Pretty models in cambric and nainsook, trimmed with embroidery and Night Gowns, \$1.89

Night Gowns, Special,

89c Special, Lace trimmed Empire effects and

pretty "slip-over" styles; finished with edges of embroidery, lace and rib-

Night Gowns, Usually \$1.98, \$1.39 Many very dainty models in sheer nainsook, trimmed with Valenciennes and organdie embroidery ribbons and

Envelope Chemise, 69c

Nainsook and batiste lace trimmed Empire models and simpler styles,

Envelope Chemise, 94c

Mercerized batiste in flesh, pink and white, edged with dainty lace. Envelope Chemise,

U: ually \$1.39

Patiste in Empire model with Valenciennes lace and organdie embroidery insertion forming the top and foot trimmed to match. Ribbon run beading at waist line.

THIRD FLOOR, CENTRE. REAR.

Night Gowns, \$2.69 Elaborately lace trimmed Gowns of fine batiste with Normandy Valiennes lace and tucks below the

Combinations,

Sheer batiste Gowns, exact copy of a French model; fine pin tucks and

dainty lace insertion in Empire yoke

69c Usually 94c, A variety of models; not all sizes in each style, but all sizes in the

Combinations, \$1.89

As Illustrated. Sheer batiste: Empire model, trlm-med with pin-tucks and Valenciennes insertion; shower rosettes of ribbon.

Combinations, \$2.69 Princess model of fine batiste, elaborately trimmed with Normandy Valenciennes lace bands; drawers also

Women's CAPES and COATS Now \$9,74 Originally \$14.74 to \$22.74

A clearance of imported and domestic garments, three-quarter and seven-eighths length models in:

Broadcloth, Tweed and Novelty Fabrics

Plain colors, plaids and checks-in strictly tailored and trimmed effects. Included in the assortment are many novelties in English Top Coats and Cape Coats as well as smart utility Coats. THIRD FLOOR, CENTRE,

VOILE ROBES Specially Priced \$5.69

These Robes are unmade and consist of about 31/4 yards of 42-inch embroidered voile flouncing for the skirt; 15% yards of 21-inch embroidered flouncing to match for waist trimming, and 11/2 yards of plain material to complete the warst. They may be had in all white—also white embroidered with black, blue or rose

Charming dancing frocks or dainty Summer dresses can be made from these robes. MAIN FLOOR, 34TH ST.

Women's Quilted Silk LOUNGING ROBES

Were \$4.96 NOW \$3.96

A collection of over 80 Japanese Silk Robes, in high neck and V-neck models; plain and embroidered garments, lightly padded, silk lined and hand quilted; fastened with frogs and girdled with

Pink, light blue and rose, Copenhagen and lavender with self-color and contrasting linings.

Satin and Habutai SILK ROBES

Sa in and Habutai SILK ROBES

Were \$9.74, NOW \$6.94 | Were \$12.74, NOW \$8.94

Plain and embroidered garments of Very fine qualities; in both plain and embroidered effects. THIRD FLOOR, 34TH STREET.

125 Corduroy Negligees Very Special, \$4.89

In rich shades of American beauty, rose, Copenhagen, navy, plum, lavender and sand color, long graceful Negligees of finely ribbed corduroy, lined with soft white silk.

A corded ornament fastens the front, and the deep collar, turn back cuffs and revers are piped with bias folds. Sizes 34 to 46. THIRD PLOOR, 34TH STREET.

PLEASE THIRD PLOOR, 34TH STREET.

PLEASE THIRD PLOOR, 34TH STREET.

PLEASE THIRD PLOOR, 34TH STREET.

VELVET & Velveteen DRESSES At Clearance Prices

A collection of beautiful Afternoon Gowns, imported and domestic models, in the rich shades so fashionable and in black.

Many with elaborate bodices of chiffon and lace—some fur trimmed; others in Coatee

effects-strictly tailored.

IMPORTED DRESSES—Originally \$134.00 to \$325.00 Now \$59.75

Were \$58.75 to \$78.75 Now \$39.75 DRESSES That Were \$44.75 to \$59.75 Now \$29.75 DRESSES That Were \$28.75 to \$34.75 Now \$19.74

DRESSES That Were \$38.75 to \$44.75 Now \$24.74

DRESSES That Were \$22.74 to \$28.75 Now \$14.74

Only one or two of a style-but a diversity of styles from which to select. THIRD FLOOR-BROADWAY.

Semi-Annual Sale of DRESS GOODS REMNANTS

This great Sale is not a daily event-it occurs only twice a year. Our patrons are familiar with the extraordinary values offered and the immense variety of high-grade materials, many of which are our own importations.

At Important Reductions

The following fabrics are represented:

Novelty Suitings English Plaids Coatings Wool Eponge Zenanas

36-Inch Storm Serge

sultable for school dresses.

and Granite Cloth, (yd.) 29c

Both materials in blue and black;

Wool Eponge, (yd.) 69c

Macy's Usual Price \$1.89

English Coatings, (vd.) 98c

Macy's . Usual Price \$4.49

beautiful color combinations.

54 inches wide; plaid effects and

54 Inches wide; a variety of colors.

Broadcloths Faille de Laine Serges Velour Polo Cloth Velveteen Cream Materials

Below we list a few materials from this vast collection:

Jacquard Suiting, (yd.) 69c | Fancy English Velveteen, (yd.) 29c Macy's Usual Price \$1.98 48 inches wide in street shades. Macy's Usual Price 98c Velour Polo Cloth, (yd.) 98c 24 inches wide; used as trimming Macy's Usual Prices \$2.97 & \$3.96 or combined with plain material. In light shades for coats and capes. 54 inches wide.

Printed Challie, (yd.) 29c Macy's Usual Price 44c An all-wool material in pretty de-

54-Inch Imported Chiffon Broadcloth, (yd.) 98c Macy's Usual Price \$2.49

In pastel shades-sold in coat and

skirt lengths. Black Silk and Wool French Zenanas, (yd.) 98c Brocaded Poplin, (yd.) 98c \$2.97 and \$3.96 qualities; 42 inches wide; mostly light shades; suitable for house coats. Macy's Usual Price \$1.98

40 Inches wide. SECOND FLOOR, BROADWAY

Poplins. 31-Inch Imported Artificial Silk and Wool

Silk and Wool Fabrics

Wool Brocade

Granite Cloth

Printed Challie

Matelasse

(yd.) 69c Matelasse, Macy's Usual Price \$2.97 For evening or street wraps.

44-Inch Wool Voile, (yd.) 69c Macy's Usual Price \$1.19 Only a few shades left.

41-Inch Silk and Wool Ottoman Cloth, (yd.) 98c Macy's Usual Price \$4.96 High-grade imported fabric for

fashionable gowns. Trimming Velveteen,

(yd.) 39c Values up to 98c Desirable colors; sold in lengths

January Clearance Sale of ORIENTAL RUGS

In accordance with Macy's custom, each January-Oriental Carpets and Rugs are taken in large quantities from regular stock and repriced for immediate clearance.

In This Particular Sale the Rugs are 25% & 331/3% Less Than Macy's Former "Lowest-in-the-City Prices"

Kirmanshah Room-Sized Rugs

				•	
Size.	Usual Price. Sal		Stze.	Usual Price.	Sale Price.
11 ft. 10 in. x 9 ft. 7 in.	B. W. W 100	\$164.00	11 ft. 1 in. x 9 ft4 in.	\$244.00	\$183.00
11 ft. 6 in. x 8 ft. 4 in.		\$164.00	11 ft. 6 in. x 9 ft.	\$249.00	\$186.00
11 ft. 5 in. x 9 ft. 7 in.		\$164.00	12 ft. x 9 ft. 1 in.	\$259.00	\$194.00
11 ft. 2 in. x 8 ft. 5 in.		\$164.00	12 ft. 2 in. x 9 ft. 1 in.	\$267.00	\$199.00
12 ft. 1 in. x 8 ft. 10 in.		\$174.00	12 ft. x 9 ft. 1 in.	\$279.00	\$209.00
13 ft. x 10 ft. 6 in.	\$235.00	\$176.00	12 ft. 2 in. x 9 ft. 4 in.	\$279.00	\$209.00
11 ft. 7 in. x 8 ft. 8 in.	\$235.00	\$176.00	12 ft. 5 in. x 9 ft. 2 in.	\$284.00	\$213.00
12 ft. 6 in. x 9 ft.	\$236.00	\$177.00	12 ft. 8 in. x 9 ft. 3 in.	\$284.00	\$213.00
12 ft. 4 in. x 8 ft. 10 in.	\$241.00	\$179.00	13 ft. 1 in. x 10 ft. 1 in.	\$312.00	\$234.00
11 ft. 8 in. x 9 ft.	\$241.00	\$179.00	14 ft. 4 in. x 10 ft. 3 in.	\$347.00	\$259.00
12 ft. 5 in. x 9 ft. 11 in.	\$241.00	\$179.00	16 ft. 10 in. x 10 ft. 9 in.	\$436.00	\$327.00
11 ft. 4 in. x 9 ft. 2 in.	\$242.00	\$181.00	14 ft. 10 in. x 9 ft. 9 in.	\$366.00	\$244.00
Comment	Donoian		13 ft. 8 in. x 10 ft. 1 in.	\$383.00	\$255.00

Serapi Persian Room-Sized Rugs

These Serapl Rugs are made in Persia of the 12 ft. 3 in. x 8 ft. 8 in. \$179.00 \$122.00 11 ft. 10 in. x 9 ft. 4 in. \$182.00 \$123.00 \$184.00 11 ft. 8 in. x 9 ft. 5 in. \$127.00 11 ft. 5 in. x 9 ft. 2 in. \$189.00 \$127.00 5189.00 12 ft. 3 in. x 9 ft. 5 in. 12 ft. 2 in. x 9 ft. 6 in. \$191.00 \$127.00 \$137.00 \$183.00 11 ft. 2 in. x 10 ft. \$122.00 10 ft. 11 in. x 9 ft. 4 in \$163.00

11 ft. 7 in. x 10 ft. 4 in.

12 ft. 2 ln. x 9 ft. 6 in.

12 ft. 2 in. x 9 ft. 10 in.

12 ft. 9 in. x 10 ft. 5 in.

12 ft. 10 in. x 9 ft. 8 in.

12 ft. x 9 ft. 7 in.

12 ft. 2 in. x 10 ft.

12 ft. 5 in. x 10 ft.

Persian Extra Quality

Room-Sized Rugs

These Rugs from Sultanabad are superb specimens of Oriental art—notably fine, firm weave and rich in colorings. 11 ft. 8 in. x 8 ft. 5 in \$147.00 11 ft. 9 in. x 9 ft. 5 in. \$164.00 11 ft. 10 in. x 9 ft. 6 in. \$196.00 12 ft. x 8 ft. 9 in. \$164.00 12 ft. x 9 ft. \$164.00 12 ft. 1 in. x 8 ft. 8 in. \$162.00

\$109.00 \$123.00 \$147.00 \$123.00 \$123.00 \$121.00 12 ft. 4 in. x 8 ft. 7 in. \$182.00 \$137.00 12 ft. 4 in. x 8 ft. 10 in. \$172.00 \$129.00 12 ft. 9 in. x 8 ft. 11 in. \$131.00 \$174.00 12 ft. 1 in. x 8 ft. 9 in. \$164.00 \$123.00 12 ft. 4 in. x 8 ft. 9 in. \$164.00 \$123.00 12 ft. 9 in. x 8 ft. 10 in. \$114.00 11 ft. 7 in. x 8 ft. 10 in. \$92.50 \$124.00

Daghestan RUGS, (ea.) \$13.48

Macy's Usual Price, (ea.) \$17.74

There is a splendid collection to choose from, and the average size is 3 ft. 6 in. x 4 ft. 7 in.

\$149.00

\$137.00

\$149.00

\$152.00

\$156.00

\$173.00

\$198.00

\$183.00

\$193.00

\$198.00

\$203.00

\$208.00

\$233.00

Grade Usually Sold at \$20.89 Per Pair.

Made of Imported Strie, Linen and Jute Velours

The Strie Velour Portieres are backed with French Linen Velour, finished with open edges, making them very effective. Following color combinations:

Green reverse Red Red reverse Olive Brown reverse Green Rose reverse Brown Green reverse Rose

The Jute Velour Portieres are made of the finest quality French Jute Velour, finished with over-locked edges. Can be had in the following plain colorings:

> Rose Blue Mulberry and

There are just 100 pairs offered at this special price—and as there are less of some combinations of colors than of others, early call is suggested.

See the Macy Grocery Advertisement in the



SMART BLOUSES Advance Spring Models Specially Priced



Three of the season's most attractive novelties-illustrated box-indicate in every clever line and finishing detail the trend of Fashion for Spring, 1915.

Flesh and Sand Color Lace Blouses---Special,

\$5.49

(ILLUSTRATED AT RIGHT) A decidedly effective model in fine meshed silk shadow lace, the lining of tlesh color chiffon harmonizing exquisitely with the soft tint of the lace. A broad band of satin ribbon simulates a corsage effect. Note the novel collar and sleeves and the graceful lines of the fronts.

Crepe de Chine Blouses In the New Shades.

(ILLUSTRATED AT THE LEFT)

A military model with high collar and smart new cuffs; made of a superior quality of lustrous, washable crepe de chine, and finely tailored. These are practical Blouses of very correct style.

Embroidered White Voile Blouses,

Special,

(CENTRE ILLUSTRATION) Embroidered In black and white and fastened with cut jet buttons; these are very smart in style, featuring the fashionable high collar effect.

THIRD FLOOR-34TH STREET.

Sale of Rich Foreign Silks AT ABOUT 1/2 PRICE

Sale Includes Metallic Novelties, silver and gold effects predominate.

Metallic Broche (yd.), \$4.89

Macy's Usual Price (yd.) \$9.89

White, blue and black grounds; 43

Printed Metallic Macy's Usual Price (yd.) \$10.89

Voiles (yd.), \$5.49

Blue, green and black grounds; 42 inches wide.

Broche (yd.), \$4.49 Macy's Usual Price (yd.) \$8.89 White, blue and black grounds; 42 inches wide.

Sale Includes

exhibited at Lyons Expo-

Choicest Novelties as

Printed Chiffon Velvets (yd.), \$5.89

Metallic

Macy's Usual Price (yd.) \$11.89 Green, carmine, blue and black 40 inches wide.

Novelty Metallic Effects (yd.), Macy's Usual Price (yd.) \$15.89

Voile ground in shades of blue, green, white and black; 42 Inches wide

Crepe de Chines (yd.), 78c-Vertfied Price Elsewhere (yd.) \$1.25

This quality crepe de chine is shown in all the evening shades and woven with a fast selvage that will not fray; 40 inches wide.

Satin WashableCharmeuse (yd.), 94c

Verified Price Elsewhere (yd.) \$1.50 Standard quality with a closely woven surface; complete assortment of street and evening shades; also black; 40 inches wide.

Silks (yd.), Verified Price Elsewhere (yd.) \$1.00

Good quality in various colored stripes; also ivory and white; 32 inches wide.

58c

SECOND FLOOR, 35TH STREET.

Sale of Velour PORTIERES SPECIALLY PRICED

PAIR \$14.89

Red Green

FOURTH FLOOR, REAR

Herald, World and American.